

## ABSTRACT OF THE DISCLOSURE

The information transmitting system includes a camera by which a message sending photographer allocates message information to a subject specified in a picture being taken and which has a capability of acquiring information about a position of a shooting site and information about a shooting direction; a subject identifying unit which identifies the subject by deducing a geographical position of the subject using the information about the shooting position and direction, and optionally a position of the subject which is within the picture taken; and a message information transmitting unit which transmits the message information to the subject or a specified object including a third party. Information can be easily transmitted among a desired number of members and communication of information with objects at long distance is possible. If desired, advertisements or comments may be conferred to a specified subject and the information they carry may be displayed to any persons.